

User Testing Interview Audio Clips

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User Testing Protocol/Questions

For my user testing, I will ask my participants to walk themselves through my website while thinking aloud. I will meet with the participants in person or over Zoom and keep a recording of their answers and reactions, which I will then use to iterate on aspects of my website. I will present the following questions based on five of my user stories:

User Story 1: You are a visitor who wants to learn the history and significance of the inclined

- Are you able to easily find history and information about the incline as you are going through the website?
- Is it formatted in a readable way?

User Story 2: You are a visitor and want to see images of the incline

- Are you able to easily access the gallery?

User Story 3: You are a tourist and want to see information regarding fares

- Is the information easily accessible and formatted in a clear way?

User Story 4: You are a tourist and want to know gift shop information

- Does the gift shop page provide you with easy access and understanding of what the store offers?

User Story 5: You are a visitor and want to access contact information

- Is the contact information easily accessible?

What are your initial thoughts and impressions regarding the website, and things you like or would change about it?

Interview Notes

User 1:

User liked the navigation and design of the website, found aspects like the about page easily accessible and easy to navigate. Wanted to see more of contact information.

Me: Okay so for the first user story you are going to be a visitor who wants to learn the history and significance of the incline, so just make your way through the page and think aloud while you are doing it.

User: Yeah I'm just gonna scroll down first just like read see whats going on. Alright! I'm probably going to go to about, there we go. Oh! Early History!

Me: Are you able to easily find history and information about the incline, is it formatted in a readable way?

User: Yeah! This is great. Like, the video that's in here ooh! The facts, so good

Me: Okay user story 2, you are a visitor and want to see images of the incline?

User: ga-gallery! Im going right there! Boom! There they are, wait okay credit, they're really cute.

Me: Are you able to easily access the gallery?

User: Yeah!

Me: Now for your third user story you're gonna be a tourist and you want to see information regarding fares, is the information easily accessible and formatted in a clear way?

User: Oh yeah! Lemme, lemme click fares. Okay, fare prices, students, ooh nice. Okay yeah.

Me: For the fourth one you are a tourist and want to know gift shop information. Does the gift shop page provide you with easy access and understanding of what the store offers?

User: Wait yeah, she's great. Its right there

Me: Okay. And your fifth one you are a visitor and you want to access contact information, is the contact information easily accessible?

User: Um, wait let me go to the home page real quick. Um, yeah, wait yeah. Okay but like, lowkey, it would be kinda cool if you put it, you know how websites have it at the bottom, yeah wait you should put it down there so you can put like i dont know phone number and stuff down there. Same with like every page so you can just call it there you know.

Me: What was your initial impression of the website?

User: Um, honestly I really like the layout of it like the titles are right there I can definitely find like where I need to go super easily. Honestly it just like looks really professional and really good. Like, it's really put together you know. And I think the common theme like ooh you ate that! And dude you can like click on everything and it'll like pull up another video of like the field trip information, reservation, dang! Like everything is here.

User 2:

User liked the navigation and design, and enjoyed things like the gallery. Had some difficulty fully finding the gift shop as it was on the about page. User thought design for about page could be fixed, and to have response given after submitting mailing list form.

Me: Okay so basically Im gonna be asking you a few questions regarding five different user stories and I just want you to navigate through the website. Let me know your thoughts, do a little think aloud, and let me know what you're thinking as you are going through each website and whether it is accessible and looks interesting. So for the first one you are going to be a visitor who wants to learn the history and significance of the incline.

User: Okay so...I would probably go to about, and early history is right there.

Me: Okay, so do you feel like you're able to easily find history and information about the incline?

User: Yes, there's a nice video linked and everything.

Me: Is it formatted in a readable way?

User: Yes

Me: Alright, for the second user story you are going to be a visitor and you want to see images of the incline.

User: So I'm probably going to go to gallery, and there are many photos with all of the photographers linked.

Me: Do you feel that the images are easily accessible and formatted in a way that the user can see?

User: yes.

Me: For the third one, you are a tourist and you wanna see information regarding fares.

User: I'm probably going to go to fares. And yes, I see all the prices.

Me: Okay, can you just let me know some of your thoughts about the formatting and such.

User: Um, I think that its pretty good um theres like a little area for field trip information so i think I'm happy with this

Me: Okay, is the information easily accessible, including field trip information and such

User: Yes

Me: Now you are going to be a tourist and you want to know gift shop information

User: So I'm probably going to probably go to about, and then yes theres a little button here that says gift shop, and I can see what they have for sale.

Me: Does the gift shop give you easy access to what the store offers?

User: Yes, um I see like a lot of different products they have. Um and i see the layout of the store too which I think is really helpful, and yeah I think, and oh it has a little explanation for what to get and where their sourcing materials are.

Me: For the fifth one, you're gonna be a visitor and you're going to access contact information.

User: So, I'm probably going to just scroll down first and oh I found contact information, its like a little white box.

Me: Do you feel like it is easily accessible?

User: Yes

Me: Okay, so what are your initial thoughts or thoughts when you are going through the website, and things you would change or are good.

User: Okay so one thing that kind of stuck out to me a little bit is when you go to the about page and you go to the bottom and theres like I think the links need to be more um i think they need to be a little bit more I guess like go with the page a little bit more. I feel like they're a little bit hard to read right now and I wouldn't necessarily think to click on them i think so i think that would be something good to change. And then I think the only other thing is that, so yes when you're looking at the mailing list page I feel like it would be good to have a oh this successfully went through or submitted just so you know it like actually went through because I am like very paranoid and I would start emailing them and they would get really annoyed with me. So I think it would be a lot more helpful if it just like told you everything went through.

Reflection

I listened to the feedback given by my users and decided to implement changes in parts of my website. To the footer of my website, I added the contact information so it was easier for users to find if not on the home page. In the About page, I redesigned some of the layout to match the rest of the website and still look pleasing to the eye. I also added a function that displays a 'successfully submitted' text when the user submits the form on the join mailing list page so that the user knows their form went through.

If given more time I would add more items to the Things To Do page, and have the navigation bar include a drop-down menu to make certain hidden pages like the gift shop and field trip information more accessible.